

## CLAIMS

1. Procedure according to the invention for initiating purchase through the Internet between a seller and a buyer, in the course of which the virtual data units of the seller's products and/or services is sent to the buyer's communication unit through a signal forwarding network, and at least a part of the virtual data units of the products and/or services is displayed on a display unit, and using the signal forwarding network an information technology command channel needed to initiate purchase is established between the seller's communication unit and the buyer's communication unit, and the purchase is initiated by activating the information technology command channel, **characterised by** that before starting the purchase an internal transaction initiating interface 14 is created deriving from the buyer's 1 communication unit 10 and only accessible by the buyer's 1 communication unit 10, the transaction initiating interface 14 is provided with an exclusive address 14a, the exclusive address 14a of the transaction initiating interface 14 is allocated to the command channel 31, and the purchase is initiated by activating the transaction initiating interface 14.
2. Procedure as in claim 1, **characterised by** that the transaction initiating interface 14 is displayed on the display unit 11 of the buyer's 1 communication unit 10, practically in its active image field 11a allocated to the buyer 1.
3. Procedure as in claim 1 or 2, **characterised by** that one of the keys 12a belonging to the keyboard 12 of the buyer's 1 communication unit 10 is set as a transaction initiator 14.
4. Interactive communication unit between a seller and a buyer to facilitate the initiation of a purchase through the Internet, which comprises a display unit divided into one or more active image fields and one or more passive image fields, at least on a part of the passive image fields of the display unit the virtual data units of the seller's products and/or services are displayed, and on at least one of the active image fields the command elements for instructing the buyer's communication unit are arranged, **characterised by** that the command elements 11c of the active image fields 11a of the display unit 11 are supplemented with at least one transaction initiating interface 14.

5. Communication unit as in claim 4, **characterised by** that that a name list 13, which is temporarily displayable on the display unit 11, is allocated to the transaction initiating interface 14.